



CALPEEK

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DOG DAYS OF SUMMER - PART III: SHORT TAKES

Editor's note: Here are a few more items of a political nature worth noting...

- **BUDGET CRISIS SOLUTION** - Best solution for solving CA's ongoing budget deadlock has been put forward by PORAC — Peace Officers Research Assn. of CA: NO BUDGET, NO CAMPAIGN CONTRIBUTIONS. Good idea...

- **1st LADY IN L.A.** - Ace GOP fundraiser Joyce Valdez is working overtime on an Aug. 26 lunch featuring Barbara Bush at the Century Plaza (Tower). It's \$250 per person, with bucks going to Victory '92 - the CA GOP GOTV effort. When did JV get the word about Mrs. Bush?? How about Aug. 14. Talk about short notice...

- **DORNAN VS. PADBERG** - Boxing match at 1:30 p.m., Aug. 26, Room 3191, State Capitol. In one corner, GOP campaign consultant Eileen Padberg, a Wilson appointee to the CA Comm. on the Status of Women. In the other corner, Bully-Bob Dornan, hard-line conservative congressman who opposes Padberg's appointment. "What an asshole. He's just a bully and I look forward to meeting him in front of the Senate Rules Cmt.," Padberg told CALPEEK. Padberg also noted that she might run against Dornan in November as an official write-in candidate. Padberg was the consultant to Judy Ryan, who opposed Dornan in the June 2nd GOP primary. That's why there's no love lost between these two...

- **READING FILE** - L.A. Weekly's Aug. 14 issue, "The Friends of Mark Nathanson. Portrait of a Fixer," by Lewis MacAdams. This is MUST reading for GOP consultants who have assembly candidates. Nathanson was Assembly Speaker Willie Brown's appointee to the CA Coastal Commission. Nathanson was recently indicted by a federal grand jury on 8 counts of extortion, rac-

keteering and income tax evasion. This story is NOT on Willie's reading list and it doesn't portray him in a very flattering manner. Some real sleeze in this story...

- **SAY IT ISN'T SO MR. NELSON** - Several CALPEEK sources confirm that by the time this issue of CALPEEK hits the street, GOP campaign/pa consultant Bob Nelson of Orange Co. will have endorsed Demo Bill Clinton. Sources say Nelson is part of a group of GOPers from O.C. who are unhappy with Pres. George Bush. Nelson's action is an embarrassment for U.S. Sen. John Seymour, because Nelson was one of his key advisors. It's also red face time for one of Nelson's partners, Sacto pr/pa ace Donna Lucas, who was in Houston during the GOP convention working pro-bono FOR the Bush-Quayle '92 campaign. Stay tuned...

CALPEEK VACATION TIME - We're taking off the week of Aug. 24th, meaning this will be the last issue for August. Our next issue will be dated Sept. 7th - Labor Day.

U.S. SENATE RACES: WITH 10 WEEKS TO GO, WILL CALIF. ELECT 2 DEMO WOMEN FROM S.F.??
Editor's note: With a little less than 10 weeks to go before the Nov. 3rd election, here is CALPEEK's analysis of the 2 Calif. U.S. Senate campaigns...

...By most counts, there are 4 different scenarios on how the battles for CA's two U.S. Senate seats will end up: 1) both Demos Dianne Feinstein and U.S. Rep. Barbara Boxer will trounce appointed GOP U.S. Sen. John Seymour and Bruce Herschensohn; 2) both Demos win in VERY CLOSE contests; 3) Boxer wins, but DiFi loses a close contest with Seymour; and 4) DiFi wins, but

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Boxer is upset by Herschensohn. Scenario 4 is the one most often advanced by Herschensohn supporters. A 5th scenario that both GOP candidates win has NOT been suggested by any source...

...CALPEEK believes the current polling data showing both Demos ahead by 18 pts. each is accurate, but really doesn't mean much at this point EXCEPT when it comes to FUNDRAISING. Since politics is 70% perception and 30% reality, the perception right now is that DiFi and Boxer aren't going to lose come November — and this is causing some fundraising problems for both Seymour and BH. One might think that moderate U.S. Rep. Tom Campbell, who lost to BH in the GOP primary, and his key backers would be EAGER to assist Seymour, but sources say this is NOT the case. One source says Campbell's big backers will help Seymour, but not with any zeal. They have other political priorities. And it's NOT likely that key Campbell fat cats will aid BH — just too much bitterness from the primary. And so as of late July when the financial reports were issued, both Seymour and BH were substantially IN DEBT, while DiFi had \$451,000 and Boxer had \$316,000 cash on hand. FYI: Adding to Seymour's woes is the fact that ace fundraiser Joyce Valdez is no longer with him on a daily basis. Reason: she doesn't have the time because JV is also fundraising for Bush-Quayle, Pete Wilson and Joan Flores...

...In terms of issues, the hot topics are JOBS and the ECONOMY, followed by ABORTION. Right now, Calif.'s poor economic lookout hurts not only Seymour and BH, but also the Bush-Quayle ticket. As for abortion, that is an issue that favors the Demos. What about Seymour's PRO-Choice views? Pollster Mervin Field says voters have a perception that Republican men are PRO-Life — which explains why Seymour has been so vocal in the past few weeks trying to make sure voters know his views...

...Of the two Republicans, sources think Herschensohn has the tougher task. BH's hardline conservative base is SOLID, but sources say it's questionable whether Campbell voters will support BH. The feeling is that some will; many will sit the race out; but most will hold their nose and vote for Boxer. This is especially true of PRO-Choice GOP women. Demos appear to be very

solid for Boxer...

...Seymour's situation is almost the opposite. Seymour's moderate GOP base is fairly secure, but hardline conservatives have NOT forgiven Seymour for his 1989 flip on abortion; and while they'd NEVER vote for DiFi, many CALPEEK sources think it is unlikely these voters will cast ballots for Seymour. Another group that's likely to desert Seymour are GAY Republicans, still angered with Seymour for flip-flopping on AB 101. Unlike the hardliners, gay GOPers won't have any trouble voting for DiFi. DiFi's Demo base is not as solid as Boxer's, but it's okay...

Do DiFi and Boxer have problems? You bet. The GOP will paint both with the big LIB brush. It works better on Boxer and she's more vulnerable because of her congressional baggage. She also has to be concerned about the 143 overdrafts at the House bank. As for DiFi, the tactics used against her in 1990 will be trotted out again, but DiFi's campaign reporting problems left over from that campaign are juicier...

...BOTTOMLINE: With 10 weeks to go, CALPEEK gives an edge to both Demos. Things to watch: CA's ECONOMY. If the recession continues, and many think it will, that spells trouble for the GOP...

U.S. REP. DREIER TO DISCUSS HOUSE RACES.

For those who aren't aware of it, CA U.S. Rep. David Dreier (R-Covina) is the vice chair of the Nat'l Republican Congressional Cmt. With the recent defeat of Guy Vander Jagt (R-MI), Dreier could become the chair next year. The congressman will give his assessment of the upcoming House races in CA from 6 to 7:30 p.m., Sept. 1, Jimmy's Restaurant in Beverly Hills. The event is sponsored by the L.A. Public Affairs Officers Assn., in conjunction with 2nd Friday Group and Young Execs. of America. For info & RSVPs, Frances Williams (213)483-1581...

INFORMATION YOU NEED TO KNOW ABOUT CALPEEK.

Here is some helpful information about CALPEEK that you may need to know. DEADLINES for news and Marketplace Network are 12 noon each Wednesday. CALPEEK is printed and mailed each Thursday. Our FAX phone is (310)657-4340. CALPEEK does not make refunds on cancellations...

CAMPAIGN '92: UPDATE ON KEY NOV. 3 RACES.

Editor's note: With Labor Day just around the corner - marking the official start of the fall campaign season - here is an update on 4 U.S. House races and 1 Assembly battle...

- 6th C.D. - GOP Assemblywoman Bev Hansen of Sonoma has issued a statement saying that she will be Assemblyman Bill Filante's surrogate until the Republican lawmaker has fully recuperated from his brain surgery. The Hansen statement, issued with Filante's okay, raises some speculation about the prospects for Filante's complete recovery. As CALPEEK wrote last week, Filante can't withdraw from the race. His name will be on the Nov. 3rd ballot. But should he be unable to campaign, Hansen could run as a write-in candidate. CALPEEK will keep you posted...

- 17th A.D. - This San Joaquin Co. district is currently occupied by freshman GOP Assemblyman Dean Andal - probably right at the TOP of the Demos hit list. Why is Andal considered vulnerable? Because the 17th A.D. has a 55.05% Demo registration, meaning this turf is solid for the right kind of Demo. And in farmer-businessman Michael Machado of Linden, the Demos think they've got a good candidate...

...The race stacks up this way: Andal will have more MONEY than Machado; he will be backed by a number of KEY anti-tax groups; he will stress his conservative credentials such as being a PRO-Life lawmaker; and he will pound Machado with the Willie Brown connection - a favorite tool for GOP consultants Ray McNally and Richard Temple. The Brown thing has already cost Machado the endorsement of the local farm bureau - and Machado is a former president of this organization. The farm bureau's official position is that they endorsed Andal and NOT Machado as a protest against "the power wielded by" Brown. And then there's the SALES TAX thing. Yes, Machado did in fact call for a tax hike. He told CALPEEK he was in favor of a temporary (1 month) hike of 1/4-cent, with the funds to be used for a victims' assistance fund - for persons who were burned or looted out of business as a result of the L.A. riots. BOTTOMLINE: the Demos have been registering new voters at a very rapid pace. This registration will not only help Machado, but also State Sen. Pat Johnston and 11th C.D. Demo Patti

Garamendi. And in Richie Ross, Machado has a consultant who runs a tough campaign. But Andal could prove to be very difficult to defeat, even in this heavy Demo A.D. So for now, CALPEEK rates this battle as a toss up...

- 49th C.D. - Some new polling data from the campaign of GOPer Judy Jarvis. The polling is by Public Opinion Strategies, 400 registered voters, July 21-23. Name ID shows Jarvis with 53%, with 16% favorable and 5% unfavorable. Demo Lynn Schenk shows up with 68% name ID, 23% favorable and 13% unfavorable. In a head-to-head match up, Schenk leads Jarvis 35% to 27%, with 29% undecided and 5% for other candidates. The poll was paid for by AMPAC...

- 14th C.D. - By the time this issue of CALPEEK hits the street, GOP candidate Tom Huening is supposed to have issued a NEW news release regarding his DUAL ENDORSEMENT by CARAL - CA Abortion Rights Action League. In his original release, he failed to mention that CARAL's backing was a "dual endorsement." Demo Anna Eshoo was also endorsed by CARAL. No big deal, except that CARAL specifically told Huening (and presumably Eshoo too) in an Aug. 11 letter that any attempt to misrepresent the CARAL endorsement could result in the endorsement being pulled...

- 36th C.D. - Sources say Demo candidate Jane Harman has DUMPED most of her primary campaign staff headed by consultant Marc Litchman. The new team is headed by Roy Behr, with Doak & Shrum doing TV, Skelton-Grover doing mail, and Paul Maslin doing polling. Stay tuned...

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.

If you're planning to move or have already done so, PLEASE send CALPEEK a change of address notice/letter WITH your current CALPEEK mailing label. The label contains a code which makes it easy to quickly process the change of address. Or call us with the code numbers. Thanks...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE.

The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included...

CA INITIATIVE UPDATE: MEASURES FOR 1994.

Editor's note: Here's an update on some new initiatives that have been given the okay to collect signatures for the 1994 ballot...

- SCHOOL VOUCHERS - CALPEEK sources are 99% sure that this controversial measure will be the FIRST initiative to qualify for the June 1994 CA ballot. With 4 counties still verifying signatures, the initiative was about 170,000 signatures short of the 615,958 needed, with some 310,000 signatures left to be counted as CALPEEK hit deadline. Counties still verifying include San Diego, Orange, Ventura and San Joaquin...

- "INJURED WORKERS' BENEFITS" is the official title of a constitutional amendment by John L. Debbs of Sacto, (916)424-9139. This is a rather complex amendment dealing with Workers' Compensation, setting forth conditions for payment of benefits. Debbs has until Nov. 30 to collect 615,958 signatures...

- "REASONABLE ATTORNEY'S FEES" is the official title of a statute submitted by proponent Norman Bedford of Healdsburg, CA. (707)433-7841. He needs 384,974 signatures by Dec. 11 to qualify for the June 1994 ballot...

PROP. 164: TERM LIMIT OPPONENTS ORGANIZING

Members of the CA Congressional delegation who are OPPOSED to Prop. 164 on the Nov. 3 ballot have finally started to get things organized. Prop. 164 is the measure which would limit CA congressmembers to 6 years in the U.S. House of Representatives. CA's two U.S. Senators would be limited to 12 years (2 terms). Some 16 other States also are considering TERM LIMIT measures in November...

...About 2 weeks ago, GOP and Demo CA House members formed a 6-member committee to oversee the NO on 164 campaign. The informal committee is chaired by U.S. Rep. Julian Dixon(D-L.A.). The five other members are Demos Don Edwards of San Jose, dean of the CA Congressional Delegation; and Vic Fazio of Sacto, Chair of the DCCC. The GOP House members are Jerry Lewis of Redlands, 3rd ranking House Republican; John Doolittle of Roseville; and Ron Packard of Carlsbad...

...CALPEEK sources say this informal com-

mittee has already begun the process of picking a consulting firm to handle the NO side. Sources say the informal committee is looking for a firm which handles initiative campaigns -- as opposed to consultants who handle candidates. In other words, outfits such as Woodward-McDowell, Winner/Wagner & Mandabach; or Braun-Ketchum --- firms which come to mind, but which may not necessarily be in the running for NO on 164...

...The YES on 164 has already aired a TV spot in the Central Valley, testing out a 1-800 phone number ad. In terms of getting things moving, the YES side is WAY ahead. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Dan Woolridge, longtime top aide to Orange Co. Sup. Don Roth, has joined Harvey Englander's Campaign Management, Inc. as a partner. FYI: CMI will do the YES side in TWO card club initiatives - in the cities of Hawthorne and Inglewood...

- The S.F.-based campaign consulting firm of Terris & Jaye continues as media consultants to Peter Navarro, frontrunning candidate for mayor of San Diego...

- Campaign consultant Phil Giarrizzo moves to 1415 20th St., Ste. A, Sacto, CA 95814. New phone (916)448-9274. PG has 3 Demo assembly races: Sal Cannella, Larry Simcoe and Margaret Snyder...

- Kim Karie, a Sr. VP with L.A.-based Marathon Communications, has been elected to the Bd. of Directors of Commuter Transportation Service...

- L.A.-based fundraising consultant Irene Tritschler has signed onto the campaign of L.A. Co. supervisorial candidate Gordana Swanson...

- Christopher Ryan has joined the staff of the Sacto-based pa/pr firm of Nelson & Lucas as an asst. AE...

- Mendocino-based campaign consultant Luke Breit has been hired to manage the runoff campaign for incumbent Sup. Liz Henry...